

Greenwich Third Sector

London 2012 Olympic and Paralympic Games Impact Assessment Tool

This tool is designed to help third sector organisations in the London Borough of Greenwich identify how the London 2012 Olympic and Paralympic Games and its legacy may benefit and impact on their services and activities.

The 2012 Games is a catalyst for change in Greenwich and the other host boroughs. The vision for the 2012 Games legacy is that 'within 20 years the residents who will host the world's biggest event will enjoy the same social and economic chances as their neighbours across London'.

The 2012 Games therefore present a 'once in a lifetime' opportunity for third sector organisations and the local communities they serve. Opportunities range from sporting, arts and culture participation; hiring out or increasing footfall in community venues; greater employment and volunteering opportunities; to ensuring regeneration and development opportunities, before, during and after the 2012 Games.

However, the 2012 Games (before and during) may also impact on the usual activities, services and resources of third sector organisations in Greenwich. So it is important that the sector (and their funders and partners), consider these implications now, less than two years before the 2012 Games begin.

The questions below are designed to help you as a third sector organisation identify the opportunities and the impact that the 2012 Games may have on your organisation. There is a table below each section which allows you to write in what you are going to do and so develop an action plan for your organisation. Support is available from GAVS to help you plan and address these implications.

In addition, if you are interested in working with other third sector organisations on 2012 related initiatives, then you are welcome to join the '2012 Greenwich third sector network' (see section C below for details).

This tool will be continually updated to include new 2012 opportunities and the latest information. If you have any feedback or suggestions, please do let us know!

This impact assessment tool is divided as follows:

	Page
Section A – Opportunities	3
1 Arts, Culture and Heritage	3
2 Employment and Volunteering	4
3 Trade and Social Enterprises	5
4 Youth and Education	6
5 Environment, Parks, Planning and Legacy	7
6 Community Centres, Places of Worship, Venues, Facilities	8
7 Transport	9
8 Equalities and Targeted Services	10
9 Funding	11
Section B – Implications to Consider	12
Section C – Further Information	13

A. Opportunities

1. Arts, Culture and Heritage

Do you organise arts, cultural or heritage activities? If yes, your activity could be included in many of the 2012 Cultural events that are taking place in the lead up to and during the Games. This could add extra impetus to your regular events, attract more audiences, gain your organisation greater publicity and possibly extra funding.

Opportunities – what can you do?:

- Include your event in the 2012 [Cultural Olympiad](#) happening now and right up to the Games in 2012. To submit your idea, contact the [London Creative programmer](#).
- Be part of [Greenwich Festivals](#): events throughout the summer including street performances, comedy, music, dance and film.
- Participate in [Open Weekend 2011](#) (22nd - 24th July 2011).
- Any events happening from Jan-Dec 2012 can be registered on [Culture Diary](#). (Hurry the deadline for entries on the diary is 31st Dec 2010).
- Apply for your event to be awarded [Inspire Mark](#) recognition: officially linking your project and organisation to the 2012 Games.
- Does your activity have an international link? For example, Chinese festival, Indian music, Russian dancing? This could be of interest to the international teams and visitors coming to Greenwich.
- Put your event forward as a possible '[Welcome/Open Ceremony](#)' event.
- Promote your event on [Greenwich Mobile app](#).

Is this relevant to your organisation			
If yes			
What are you going to do about it?	Who is going to do it?	When by?	What resources/help are you going to use?

2. Employment and Volunteering

Do you offer employment or volunteering advice, opportunities or information? If yes, the 2012 Games (leading up to and during 2012) offer a whole range of paid and voluntary roles: management, construction, translators and more.

Opportunities – what can you do?:

- Promote [job opportunities](#) at LOCOG and the ODA to your users.
- For [Greenwich residents](#), GLLab have up to date details of job vacancies at the Olympic Park site and offer training, support and a job-matching service.
- Promote LOCOG's [Work Experience](#) placements and the [Get Ahead School Leavers' Programme](#).
- Inform your users of volunteering opportunities including being a [London Ambassador](#) or a pre-Games [Trailblazer](#) or a [Greeter](#) in Greenwich.
- To find out more about other Greenwich 2012 volunteering opportunities, contact the [Volunteer Centre Greenwich](#).
- A special working group has been established by the 2012 Host Borough Unit to ensure that the 2012 Games' legacy reduces worklessness and improves health and well-being in the 5 Host Boroughs. Feed in your views to this working group by contacting GAVS.

Is this relevant to your organisation			
If yes			
What are you going to do about it?	Who is going to do it?	When by?	What resources/help are you going to use?

3. Trade and Social Enterprises

Do you have a service or product that you sell? If yes, the 2012 Games requires the procurement of goods, works and services from an enormous range of firms, including social enterprises and other third sector organisations.

Opportunities – what can you do?:

- [Business Network](#): find out how you can get involved in the 2012 Games.
- [CompeteFor](#): register for contract opportunities linked to the 2012 Games. This free service focuses on supply chain opportunities, matching buyers with suppliers and providing business support.
- Take advantage of the increased number of visitors to Greenwich during the Games and market your goods, services and opening times accordingly. Develop special 2012 Games products eg. if you are a community café have 2012 inspired cakes for sale! Find out what the [East Greenwich Traders Association](#) are doing to maximise opportunities for local traders.
- [Visit London](#) is interested in businesses that are putting plans together ahead of the 2012 Games, perhaps offering a special service or product in celebration of the Games. The more unique and off the wall the better.
- Join the [Our Team 2012](#) sponsorship scheme, specifically for smaller enterprises.

Is this relevant to your organisation			
If yes			
What are you going to do about it?	Who is going to do it?	When by?	What Resources/help are you going to use?

4. Youth and Education

Do you work with young people or provide learning opportunities? If yes, then there are a range of 2012 Games linked programmes to inspire children and young people to learn, realise their potential and engage with other young people across the globe. The London 2012 Children's Promise scheme pledged to provide every child born in the UK the opportunity to play a role in a ceremony or event surrounding the 2012 Games.

Opportunities – what can you do?:

- Find out how [Greenwich's schools](#) are participating in 2012 projects. Could your organisation collaborate with local schools in these? GAVS attends the Greenwich schools 2012 planning meetings and can feed in your ideas and keep you informed on plans.
- Link your activities to one of the 2012 educational and youth initiatives or, support your young people to participate in them. For details of the 2012 Young Leaders Programme, Children's Promise, International Inspiration, Get Set and Higher Education programmes and other emerging initiatives, go to LOCOG's [Education](#) web page.

Is this relevant to your organisation			
If yes			
What are you going to do about it?	Who is going to do it?	When by?	What Resources/help are you going to use?

5. Environment, Parks, Planning and Legacy

Are you involved with the environment, planning, sustainability or local green spaces? Are you interested in ensuring that the 2012 Games leave a lasting legacy for Greenwich residents? If yes, there are opportunities for you to have your say in the 2012 Games venues, environmental impact and social and economic legacy.

Opportunities – what can you do?:

- Keep informed about how the 2012 Games is embedding [sustainability](#) into the Games. Find out about the [environmental monitoring](#) and impact of construction on the environment and people around the Olympic Park.
- Ensure the 2012 Games [Sustainability Guidelines for Events](#) are followed.
- Become a [stakeholder](#) with the [Commission for a Sustainable London 2012](#), the independent body to monitor and support the 2012 Games commitment to be sustainable, and give your feedback.
- Keep informed about plans for [Greenwich Park](#) and other [Greenwich 2012 venues](#).
- Feed into [consultations](#) on the programmes, policies and planning applications.
- Be informed about the [2012 Games legacy](#) plans and commitments.
- GAVS attends the [Strategic Generation Framework](#) sub-group on health and well-being and can feed in your comments.

Is this relevant to your organisation			
If yes			
What are you going to do about it?	Who is going to do it?	When by?	What Resources/help are you going to use?

6. Community Centres, Places of Worship, Venues and Facilities

Do you have a venue, grounds or facilities that could be used for the 2012 Games?

Opportunities – what can you do?:

The 2012 Games organisers, international teams, media and other companies are looking for venues and facilities to hire and use before and during the Games.

- Register your venue on [CompeteFor](#) as a place available to hire.
- For venues that may be suitable for LOCOG to train 2012 volunteers, or which have high-quality sports facilities, contact the Pre-Games Training Camp manager. Although the deadline has now passed, they are still considering late applications. Email pgtc@london2012.com.
- Community Centres: Promote your facilities and activities to visitors coming to Greenwich during the Games eg. provide information, internet access, cafe, gym, child care facilities.
- Place of worship: Promote your service times, prayer spaces and facilities.
- Promote your event, venue or activity on the [Greenwich Mobile app](#).
- Adapt your usual services and have 2012-related activities. Eg. show the big events on a TV, have 2012 themed refreshments, hold an alternative Open Ceremony.

Is this relevant to your organisation			
If yes			
What are you going to do about it?	Who is going to do it?	When by?	What Resources/help are you going to use?

7. Transport

New improved [transport links](#) are already being developed in the lead up to 2012. During July 2012, roads and transport links in Greenwich will be affected by the Olympic Network Route and by a greater number of visitors.

Opportunities – what can you do?:

- Improved transport links may offer greater accessibility for your users to your services to activities.
- If road or pedestrian diversions will go via your venue, use this as an opportunity to promote your services and bring new people in. For example, one Church is planning to sell tea and coffee to passers-by, as well as promote the activities that take place in the Church.
- Put your views forward to the Greenwich Transport Planning Group: tel: 0208 921 5577; the [ODA's Transport Plan](#) consultation or, via GAVS.
- Obtain and provide information to your users on road closures, alternative routes and public transport options: [Greenwich Council](#); [LOCOG](#); [T4L](#)

Is this relevant to your organisation			
If yes			
What are you going to do about it?	Who is going to do it?	When by?	What Resources/help are you going to use?

8. Equalities and Targeted Services

Does your organisation focus on equality or target specific issues such as: disability; older or younger people; women; Black, Asian, refugees and minority ethnic communities (BME); lesbian, bisexual, gay and transgender people (LGBT)?

Diversity was a key reason why London was chosen to host the Games. LOCOG aims to make diversity and inclusion a key differentiator of the 2012 Games; everything from a diverse workforce, to the suppliers, competitors, officials and spectators.

Further information may be found here:

- [LOCOG's Diversity and Inclusion policies and programmes](#)
- Recruitment outreach programme for [disabled people](#)
- Recruitment outreach programme for [older and younger people](#)
- LOCOG's Black Leadership and Engagement Network: to ensure BME communities, particularly the African Caribbean Diaspora in London, are able to access the Games opportunities. Contact Valerie.hudson@london2012.com
- Greenwich Council's [2012 Diversity Toolkit](#)

Is this relevant to your organisation			
If yes			
What are you going to do about it?	Who is going to do it?	When by?	What Resources/help are you going to use?

9. Funding

There are several 2012 Games related funding opportunities:

- [Transformers](#) grant programme: for communities most affected by their proximity to the Olympic venues. Deadlines 29th April and 28th October 2011.
- [Greenwich Starting Blocks Trust](#) provides bursaries to young athletes.
- [Greenwich Council Arts and Culture Small Grants Fund](#) for projects delivering arts activities that will contribute to Greenwich's 2010 Cultural Olympiad Programme.
- [2012 Changing Places Community Fund](#): projects that will enhance the local area. Deadline 31st December 2010. [Application Form](#)
- [Unlimited Commissions](#): quality, ambitious work by disabled and deaf artists that can be experienced by audiences in a range of spaces. Deadline 18th April 2011.
- [PlaySport London Facility Fund](#): for London sports groups to build or refurbish local sports facilities. Deadline for Round 2 expressions of interest 10th December 2010. Round 3 opens in May 2011.
- [CompeteFor](#): for contracting opportunities.
- GAVS' weekly e-Info Update and our 2012 Games e-Bulletin provide details of funding opportunities, including those related to the Games.

Is this relevant to your organisation			
If yes			
What are you going to do about it?	Who is going to do it?	When by?	What Resources/help are you going to use?

B. Implications to Consider

The 2012 Games offer lots of opportunities, but may also have other implications for your organisation, your services and your clients.

- Check that your activity will not clash with a 2012 sporting or other related event (eg. date or venue).
- Will your usual audience or participants numbers be affected by people attending a 2012 event instead?
- Will your usual promotion methods (posters, local media) be too busy with 2012 news?
- Will your staff and volunteers be available during the Games to deliver your services and activities?
- Will your regular activities be disrupted during the 2012 Games due to alternative transport arrangements?
- Will there be other suppliers/contractors coming into Greenwich competing with you?
- Will your Community Centre, place of worship or venue be used by more visitors during the Games? Will this have implications for security, opening times or, staffing levels?
- Transport changes may affect you being able to: collect or drop-off your users; travel to offices or meetings; users, staff or volunteers being able to reach you.
- Will your service have a last minute rush of enquiries about working or volunteering for the Games?
- Are you prepared for a possible increase in demand for your services from additional visitors to Greenwich during the Games?
- If any of the above will have cost implications, include this in your budgeting.

Is this relevant to your organisation			
If yes			
What are you going to do about it?	Who is going to do it?	When by?	What Resources/help are you going to use?

C. Further Information

- **Greenwich Action for Voluntary Service** [GAVS: 2012 website](#).
Tel: 020 8858 1363. Email: info@gavs.biz.
- **Greenwich 2012 Third Sector Network**. Click [here](#) for details of meetings and the Action Plan.
- [Greenwich Council 2012 Games – website](#)
- [LOCOG](#): The London Organising Committee of the Olympic Games and Paralympic Games is the private sector company responsible for staging and hosting the Games.
- [ODA](#): The Olympic Delivery Authority is the public sector body responsible for the delivery of the new venues and infrastructure required for the Games.
- [Big Opportunity](#): Helps the London third sector make the most of the Games and gives them a voice in shaping the legacy.